



Stop speeding before it stops you

NHTSA/Speed Social Norming

:30 Radio

“Near Miss”

ANNCR: So, you’re driving through a neighborhood. Hmm-hmm-hm.
 Checking out the lawn ornaments, thinking about the leftover lasagna in
 your fridge ... When all of sudden a little girl runs out in the street – Oh,
 no!

SFX: (SCREECH)

ANNCR: You slam on the brakes! (takes deep breath) ... but it’s okay. Cause you
 were going the speed limit. Phew. The lower limits posted in
 neighborhoods and school zones are there for a reason. So when the
 unexpected happens you have time to stop. Even 5 miles over the limit
 could mean the difference between a near miss ...

SFX: (SCREECH-CRASH)

ANNCR: and a hit. Stop speeding before it stops you.

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